Worldwide Leader in Paints and Coatings Rust-Oleum® Installs mobilEcho® for On-the-Fly Access to Corporate Files, Enabling Users to Make Quick Decisions with Confidence

Acronis®

> *"I think GroupLogic is doing something great. I stand behind mobilEcho, and I enjoy it"*
>
> **Brad Hillebrand, Director of Enterprise Technology at Rust-Oleum**

Rust-Oleum® Embraces Mobility

Rust-Oleum® offers laptops to its mobile staff, which includes executives and management, but for those users having to haul around a heavy laptop is a demanding process. While the laptop is a great tool, it's traditionally slow, clunky and has a limited battery life. In other words, it's a pain to take on the road. Even after arriving at their destinations, there is still the added annoyance of users needing to boot them up, log in, find wireless, and all the other time-consuming things people do to gain access to work files.

Rust-Oleum's objective was to find a new way to make users more mobile and provide the systems and file access they are accustomed to, in a more efficient manner.

To help eliminate the unnecessary hassle of traveling with unwieldy laptops, Rust-Oleum decided to introduce the iPad®, but the company's IT department faced one looming question: how can executives and management personnel – the first two groups that were issued the iPad – use the device to the fullest extent, securely? As Rust-Oleum's Director of Enterprise Technology, Brad Hillebrand, said, "*We knew iPad was a superior product that could provide our users with the flexibility they needed to do their jobs effectively, from whatever remote location they happened to be working from at the time. But in the IT department, we were still faced with the challenge of how to make using devices like iPad and iPhone® more efficient, while at the same time giving us more control. Basically, we needed to figure out how we could take it up a level.*"

Challenge:

Find a way to securely add more value and greater mobility to Rust-Oleum iPad® and iPhone® users

Behind every great company, especially one that's almost a century old, there's a great story, and Rust-Oleum is no different. As the tale goes, Scottish-born Sea Captain Robert Fergusson was looking for a way to prevent the spread of corrosion on his boat. Then one day what seemed like an innocent accident, the spilling of fish oil on deck, prompted the development of a fish oil-based paint that stopped rust, dried overnight and left no lingering aroma. Thus, Rust-Oleum Corporation was born. The company has worked hard to maintain this legacy of innovation, both with regard to its products and among its employees. This includes the tools Rust-Oleum employees are provided to do their jobs better, smarter, and with more efficiency.

Key Challenges:

Rust-Oleum needed a mobile enterprise solution that would allow users to securely access files on the go, rounding out the company's usability package and adding value to its support for to iPad and iPhone users.

Key Benefits:

mobilEcho® allows Rust-Oleum users to pull down content and access corporate files on the fly, without having to boot up and login. Decisions are made quickly, easily and, most importantly, securely. Efficiency and streamlining the work flow has greatly improved.

*Acronis acquired GroupLogic and is now using the Acronis mobility solutions branding

mobilEcho at Work

Hillebrand and his team had started switching the company's Blackberry users to iPhone concurrently with the iPad introduction. As part of their multi-product plan to implement more security and control, Rust-Oleum's IT staff implemented MobileIron's Mobile Device Management framework, which helped them control and audit apps being installed onto the iPad, as well as implement secure ID's and password/security policies.

In their continuous efforts to make the iPad the most efficient tool possible, the IT team kept asking itself, "*What's next? What else can we do?*" Turns out a lot.

They incorporated email into Lotus Notes – including calendar and contacts and enabled access to corporate resources via VPN. Taking a step back, Hillebrand says, the team said, "*Okay – we've given our users secure email, VPN access, access to corporate resources… what else?*" That's when they realized the missing piece was secure Mobile File Management – something only a solution like mobilEcho could offer.

According to Hillebrand, "*mobilEcho allows the Rust-Oleum iPad users to grab the content they want and access corporate files on the fly, without the hassle of having to carry a heavy laptop and boot up. They can read and edit the most up-to-date documents, make decisions, and get back to people in a timely manner, totally streamlining their work process.*"

For other staff, Rust-Oleum's IT is investigating two-way sync features. Having this capability at their fingertips means users can sync all their content, from PDFs and marketing content to sell sheets and brochures, on their iPads so they're prepared for meetings with the latest support materials.

By Numbers

The company has distributed over 50 iPads to the executive team, management personnel, HR, and finance, to rave reviews. With word of the devices and their benefits spreading around the company, demand is now extremely high.

Rust-Oleum has also introduced over 250 iPhones across the company and the rollout continues. Says Hillebrand, "*From the President to our VP's, Managers and Directors, iPad is a winner. We have plans to do even more with the iPad and iPhone this year, and we know that with mobilEcho as part of that mix, the experience, and the user response, will be just as positive.*"

About Rust-Oleum®

One of America's most recognized and trusted names, Rust-Oleum is the number one brand of small project paints. Its brands and products span the consumer and industrial small project paints, primers, specialty coatings and wood care categories and include such trusted names as Rust-Oleum, Stops Rust®, Painter's Touch®, American Accents®, EPOXYSHIELD®, Varathane®, Zinsser®, Wolman™ Wood Care Products, Modern Masters® and Watco®.

About Acronis®

Acronis is leading the next wave of data availability, accessibility and protection solutions to simplify today's complex IT environments. Acronis technology enables organizations of all sizes to manage the always-on anywhere data access demands of users, reducing risk against the loss of valuable corporate data, and controlling management and storage costs. With proven technology for data migration and disaster recovery for physical, virtual and cloud environments, and secure enterprise file-sharing and synchronization regardless of type or platform, Acronis is enabling organizations to embrace new IT strategies and options such as BYOD and Mac in the enterprise. For additional information, please visit www.acronis.com. Follow Acronis on Twitter: http://twitter.com/acronis.

Note: mobilEcho is now part of Acronis® Access.

For additional information please visit http://www.acronis.com

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